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IDENTIFICATION OF PERSONAL VALUE AND ITS RELATION TO POSITIVE PSYCHOLOGY AND HAPPINESS IN A LIFESTYLE GROUP CASE STUDY: CELEBRITY FITNESS MEMBER

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Abstract

This study investigates personal value, positive psychology and its relationship to happiness in a lifestyle group. Questionnaires were spread to members of Celebrity Fitness gym as a lifestyle group. There will be three different variables; personal value, positive psychology, and happiness. Kahle's List of Values is used to determine the value of the respondent. Happiness satisfaction is determined with life scale method by Ed Diener and optimism. Positive psychology is calculated using PERMA framework, but this study only uses three of five factors that are Life of Pleasure, Life of Engagement, and Life of Meaning. These three variables are then made into four possible models of relationship, processed using Structural Equation Modeling with AMOS application. The outcome of this research is the difference of personal value and happiness level between members of Celebrity Fitness (lifestyle group) and non-members also the best equation model for the relationship of value, positive psychology and happiness.

Keywords : Kahle's List of Value, Positive Psychology, PERMA, Satisfaction with Life Scale, Structural Equation Model (SEM)

Introduction

The meaning of lifestyle varies from ways to live to some kind of phenomena in business world. In most of big city lifestyle will be translated as a way to communicate and to relate one another especially on younger generation. Now, Bandung also can be called one of the big cities in Indonesia because the development is rapidly growing. This way of living can be different for each person, but can be grouped and categorized. Lifestyle can change easily and shift according to the development of their environment. Bandung's citizen is now more aware of the healthier lifestyle. Not only health, people start to concern about their body's shape (Hermono, 2008). They start to work out to maintain their proportional body shape in order to fit in to their society. There are more than 54 fitness centers in Bandung (Panpages, 2008), ranging from small fitness center to large ones like Equinox and Gold's Gym.

Having a six-pack body is a reflection of healthy and going to gym become culture to society especially middle class to upper-middle class (Hermono, 2008). This perception is become more popular with the appearance of L-Men of The Year competition. L-Men used the model with the perfect body and handsome face. They seem to send a message that a man's body should be muscular and proportional to community's mind.

Those people who are concerned about their health and body shape do not hesitate to spend lots of money to join as a member in fitness center. These behaviors lead us to a question about what is the foundation of this behavior. Human behavior is based from their values, can be personal values or cultural values. These values also establish personal preferences, choices and also decision. One can affects others. Different group of people have a tendency to hold different kind of values (Whetten & Cameron, 2007). Positive individual values

(traits), positive connections to others, and life regulation qualities can lead to good life, the condition of well-lived and fulfilling life (Compton, 2005). Human behavior or a particular value can also affect individual happiness.

So what is happiness? For each person the meaning of happiness is different to one another. Happiness from Seligman point of view is the satisfaction in past, present, and future life. Some said that happiness are the absence of unpleasant feeling. Study from Seligman also said that there are three ways to reach happiness; pleasure, engagement, and meaning. Individual have the tendency to pursuit their happiness using these routes. (Seligman, Parks, & Steen, 2004). This study tries to find the relation of personal value, positive psychology, and happiness. Determine whether the value and positive psychology can leads one's to reach their happiness.

Theoretical Foundation

Kahle's List of Value

Kahle's developed a List of Values (LOV) based on Social Adaption Theory, and in conclusion determine nine-core value to represent it (McShane & Von Glinow, 2003) the lists are (1) self-respect, (2) self-fulfillment, (3) sense of belonging, excitement, (4) sense of accomplishment, (5) being well respected, (6) security, (7) fun and enjoyment, (8) warm relationship with others.

From many years, list of value (LOV) has been used to doing the market research context, also used to determine relation between value internalization and juvenile delinquency, lifestyle and also alcohol consumption.

Positive Psychology

This theory proposed that people seek happiness/satisfaction of life in three different orientations or also called route to happiness.

- a. *Life of Pleasure*. This route is related to pleasant and enjoyable experiences that create a positive feeling. By increasing positive emotion people became happier with their life. Positive emotion itself can embrace of positive emotion about the past (gratitude and forgiveness), about the present (savoring and mindfulness) and about the future (building hope and optimism). This orientation is also sometimes called "Pleasant Life". It reflects hedonistic approach to happiness.

- b. *Life of Engagement*. Also known as "Good Life" this is show when a person engages with his/her activity with a full commitment to it. Involvement to pursuit of gratification (engage fully) that makes it absorbs us. Common activity that show gratification is like when in conversation, reading a book, fixing a bike, and etc. If there can be a shortcut in "Pleasant Life" in this route there are no such things, there must be full commitment and involvement. Approach to happiness came from work on flow.
- c. *Life of Meaning*. This is the result when a person doing things for greater meaning like parenting and helping others. They use they power in service of something that larger then themselves. Reflect eudaimonic (practical or moral wisdom) approach to happiness.

Happiness

Happiness is the condition above the absence of unhappiness. Happiness of a person is about wellbeing, contentment, and satisfaction (in past); hope and optimism (for the future); and flow and happiness (in the present)(Seligman & Csikzentmihalyi, 2000).

Ed Dienerdevelops scale to determine individual satisfaction with life. The main function of this scale is to determine the overall satisfaction of personal happiness of their present life. Contain five question which are : *in most aspect my life is close to ideal, the conditions of my life are excellent, I am satisfied with my life, so far I have gotten the important thins I want in my life and if I could live my life over I would change almost nothing.*

Social relationship relate the most to happiness People that are close to their family and friends tend to have more satisfaction with their life. The second factor that affects the happiness is work or school or performance in important role. The third factor is personal satisfaction with self, religious, leisure, also learning and growth.

Research Method

Data gathered by distributing questionnaire to 173 respondents to member of Celebrity Fitness as a lifestyle group and to non-member as a comparison data. Data are processed using SPSS and AMOS application to find the main value of respondent and also to conduct four structural equation models possible. From Structural Equation Modeling (SEM) obtain the equation of

relationship. For further analysis find the best model with goodness fit index from AMOS output.

Result and Analysis

Result from this study is the personal value from members of CelebrityFitness and the differences to non-members, level of happiness from member of Celebrity Fitness and the difference to non-members, and also the best structural equation model for personal value, positive psychology and happiness.

Personal Value

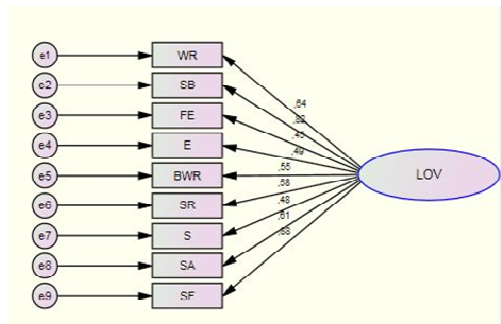


Figure 1. Value Member Factor Analysis

Figure 1 represent the relations between latent variable value (LOV) and its manifest variables (Warm Relationship [WR], Sense of Belonging [SB], Fun and Enjoyment [FE], Excitement[E], Being Well Respect[BWR], Self Respect[SR], Security[S], Sense of Accomplishment[SA], and Self Fulfillment[SF]). The value indicate the standardize estimate loading value. The biggest value is representing the main loading factor and biggest loading factor mean the most important value to respondent in this picture are member respondent. "e" is represent error, that error contains other factor that are does not observed in this research.

The result shown, that from the members sample the value that affects most is Self-Fulfillment (0.884), and the second is Sense of Belonging (0.822). The gap between them is not much. The least indicator that affects member's value is fun and enjoyment (0.451). So it may conclude that the main value for the member of Celebrity Fitness member is Self-Fulfillment and Sense of Belonging.

Self Fulfillment usually is people who already fulfill their needs of education and economy. This value is similar in the Marslow motivation theory self-actualization. This group have already fulfill their basic needs and try something new to achieving individual potential They have

a tendency to high class consumption and brand loyalty.

People who have high sense belonging value are like to be feel needed and accepted in certain group or organization. They believe in fair purchasing, means that what they buy is what they paid.

For non-member value the result is a bit different. Loading factor that affect the most is Sense of Accomplishment. Come to the second is Sense of Belonging and the gap between two of them is not too much. So it can be said that the main value of non-member is Sense of Accomplishment and Sense of Belonging.

People with sense of accomplishment value have a tendency to own a high level of ambition. They like to finish their job in time and make the best of it. Some also might be recognize by their leadership character. People with Sense of Belonging value are most likely want to be accepted and belong to the group.

The values in this sample category spread quite evenly between. Estimated value for Self Fulfillment, Security, and Self Respect are only differs a little. That means that contribution to value is almost similar. This might be because the sample is from different group and backgrounds that make the data vary.

Happiness Level

From the table the overall result is presenting the average happiness for all respondents from satisfaction in present time and also optimism to the future (present time and optimism of future weighted equally), the maximum score is 30 representing the condition of extremely happy. The maximum score achieved from the calculation of 6-scale likert model for five questions (max point for each question is 6 multiply with 5 questions). From the table, all the respondents seem to be having a happy life. They satisfy with their life with average score 21.57 of 30.00 and have a great optimism with their future life with average score 25.96 of 30.00.

Table 1. Level of Happines Table

	All respondent	Non-Member	Member
Overall	23.76	23.59	23.87
Present time	21.57	21.07	21.88
Optimism of future	25.96	26.12	25.86

The result of happiness for Non-Member is 23.59 with the score for satisfaction with present condition is 21.07 of 30.00. The average score for Non-Member optimism in future is 26.12 of

the total 30.00 mean that they have optimism of happiness in the future.

There is no significant difference between the result of member and nonmember happiness Hypothesis (F test to determine similarity in variance)

Ho = both variance populations (member and non member) are identical

Hi = both variance populations (member and non member) are not identical

Basis for decision-making

If probability >0.05 then Ho is accepted

If probability <0.05 then Ho is rejected

Hypothesis (t test determine difference in means)

Ho = means for both populations (member and non member) are identical

Hi = means for both populations (member and non member) are not identical

Basis for decision-making

If $-t \text{ table} \leq t \text{ count} \leq t \text{ table}$ then Ho is accepted

because the difference is thin. To be more certain to this conclusion this study conducts a t-test for two-independence with these hypothesis;

If $-t \text{ count} < -t \text{ table}$ or $t \text{ count} > t \text{ table}$ then Ho is rejected

The result is shown in Table 2 and 3 below.

Table 2. Group Happiness

	STAT	N	Mean	Std. Deviation	Std. Error Mean
HAPPY	MEMBER	92	47,7391	5,35317	,55811
	NON				
	MEMBER	81	47,6420	5,65090	,62788

In the table as we can see the means for member and non member group only has a thin difference, the difference only 0.0971. The means happiness for member is 47.7391 and the non-member is 47.6420.

Table 3. Independence Sampe T-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HAPPY	Equal variances assumed	,273	,602	,116	171	,908	,09716	,83717	-1,55536	1,74967
	Equal variances not assumed			,116	165,520	,908	,09716	,84007	-1,56148	1,75579

T test result for two samples is the same as z test. To analyze the result there are two steps. First is to see the variance from the population. The second step is to see the difference in means of population. To analyze this term we see from table 3 in Levene's Test for equality variances column. Probability is the sig. value, from the table sig. value is 0.602 this value is > 0.05 , and Ho is accepted. The conclusion is that the variance from member and non-member is identical. T count is obtained from table 3 in t column. T table obtain from ms excel (*=tinvfunction*) with significant level in 0.05 and degree of freedom from table 14 (*df* column).

The result of t table is 1.97 and t count is 0.116. So $-1.97 \leq 0.116 \leq 1.97$ means that Ho is accepted. The conclusion is that means for both population (member and non member) is identical.

Based on the calculation using the z test for two independent sample the result is the happiness level for member respondent and non-member respondent is not significantly different they already happy with their life. This result maybe cannot be used as marketing to attract new customer but can be used to keep maintaining happiness level for member. Celebrity Fitness administrator can increase happiness level of customer to make them happier by improve their services.

Structural Equation Model Model 1

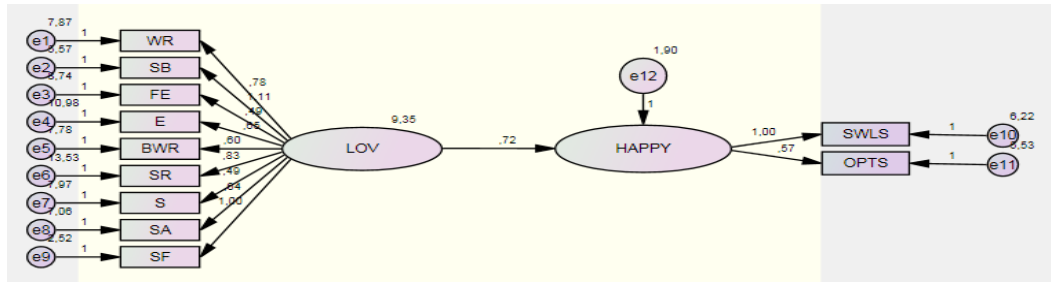


Figure 2. Model 1

Based on the output model 1 in figure 2, value (LOV) has a positive effect to happiness (HAPPY) with the function;

$$f(\text{LOV}) = \text{HAPPY} = 0.847\text{LOV} + 1.90$$

0.847 is correlation between value and happiness and 1.90 are the error of the endogen variable (e12). This function indicates that to increase happiness level we can embracing value of member, because they have positive relation.

For relation between value and its loading factors (only taken 2 biggest loading factors from nine functions) the functions are:

$$\text{LOV} = 0.887\text{SF} + 2.523$$

$$\text{LOV} = 0.820\text{SB} + 5.572$$

From value point of view as exogenous variable it seen that two biggest loading factor for value is Self Fulfillment (SF), valued 0.887 with error from valued 2.523, and Sense of Belonging (SB) by 0.820 with error 5.572. Sense of belonging is the condition where individual like to feel needed and belong in some organization or group. Self Fulfillment indicates that the person is concern of self indulgence and high class consumption. These two factors bring greatest effects to personal value. Based on the result, increasing level of Self-Fulfillment and Sense of Belonging indirectly will increase the level of happiness.

For every business especially service business like Celebrity Fitness customer satisfaction is important. From this model, for the member of Celebrity Fitness being welcome to the community is important and can lead them to happiness. They want to feel accepted and needed in their community and the group they join in. When they not feel accepted they might not feeling happy or satisfy and that might make them left the group or in this case quit as a member. If they quit the business cannot continue operating and growing. So it is important to make the member of Celebrity Fitness feel accepted.

There are lots of ways to make the member feel accepted. For example employees who work in the receptionist can be friendly. Just by asking "How are you doing?", "Long times no see." or maybe more simple things like smiling and welcoming the member can make the member happy and feel accepted in the group. The trainer knowing them a little bit more personally became their friends. That simple way can make the member satisfy with the service and keep coming to Celebrity Fitness.

Not only that, make them indulgence with the facility and the service can also make them happy. Based on value characteristic of Self Fulfillment they like to indulge themselves with high class consumption, they demand of best quality for themselves. Celebrity Fitness maybe can improve the quality of the facility.

The current condition, Celebrity Fitness already make customer feel accepted. The members feel happy with their life. Celebrity Fitness successfully embraces the member's value by creating the ambience of a cool hangout place where everyone can be friend and accepted. The facility is already great they provide towel, clean bathroom, hot water, sauna room, and many other facilities. But maybe in the future if they want to expand the business more they can expand the facilities too like massage service or maybe swimming pool.

B. Model 2

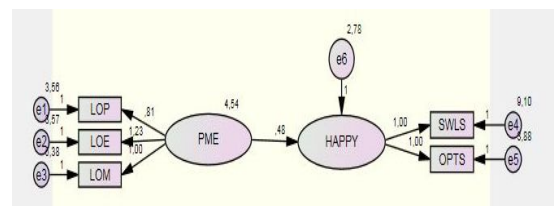


Figure 3. Model 2

Figure 3 represent the relations between latent variables positive psychology (PME) and

happiness (HAPPY). From the figure can be seen that Happiness = f (PME). The function that we can make from the output is;

$$f(PME) = HAPPY = 0.523PME + 2.783$$

0.523 is the correlation between positive psychology and happiness, 2.783 is the value of manifest error of endogen variable (e6).

Statically exogenous latent variable that is positive psychology (PME) have significant effect on the endogenous latent variables happiness (HAPPY) because the correlation affect the value of correlation (e2). Life of engagement indirectly affected level of happiness.

This model and the function tell us that to make the member happy and satisfy they need to feel engage to what they are doing. Celebrity Fitness administrator can make some kind of programmed that can make them feel engage and in the end make them feel happy and satisfy with the service.

There are several classes that can be participating by members like yoga class, cycling class and aerobic class. There are also programs in

between two of them are positive. Happiness level will increase along with the increase of positive psychology.

From the exogenous variable point of view the biggest value for loading factor is Life of Engagement. The function that represents the conclusion is;

$$PME = 0.81LOE + 3.570$$

0.81 is the correlation from life engagement to positive psychology and 3.570 is representing manifest error or unobserved variable that may weightlifting exercise too with supervised personal trainer. Every classes are always full and crowded, the member have the tendency to attend class than to use the weightlifting equipment. That may indicate that they feel happier in the class exercise. By attend to class they feel more engage and furthermore make them more happy.

Celebrity Fitness administrator can adding more class schedule to satisfy customer and create comfortable environment by playing popular songs, adjust the temperature of the room, create a perfect light in the room or make the room smells nice.

C. Model 3

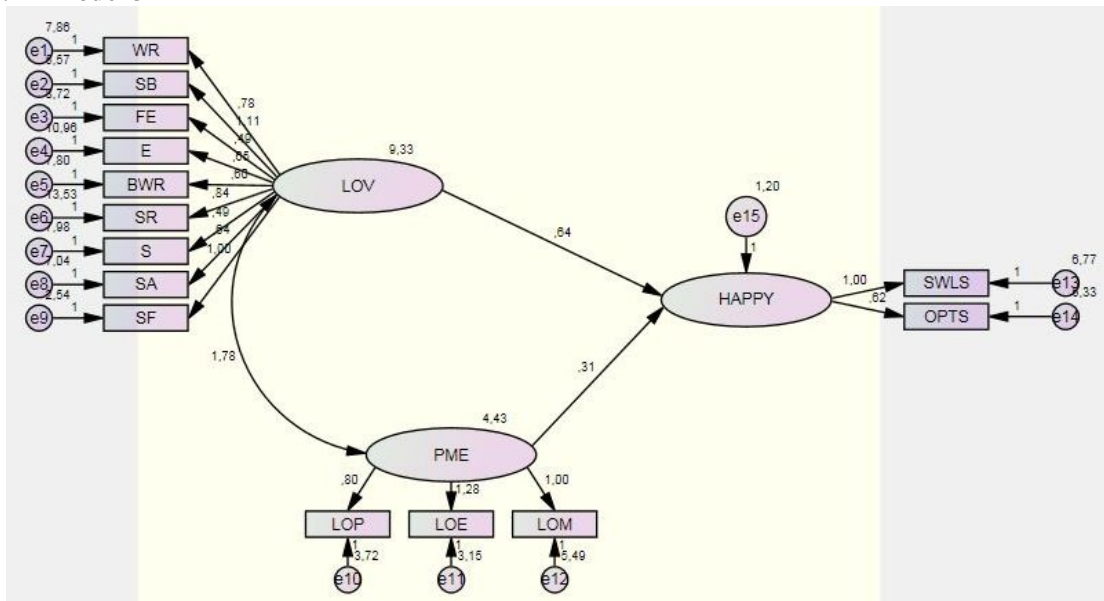


Figure 4. Model 3

Figure 4 represent the relation model of personal value, positive psychology and happiness. The correlations between each variable indicate with the number in the lines. Based on the data analyze above that can be conclude of the function:

$$HAPPY = 0.786LOV + 0.267PME + 1.20$$

The 1.20 is indicating measurement error or unobserved variable (e15). 0.786 is standardized

correlation value between personal values (LOV) to happiness and 0.267 is standardized correlation value between positive psychology to happiness. Positive psychology and personal value affecting each other with the covariance value 1.78. To increase the level of happiness we can either increase personal value, positive psychology, or values and positive psychologies.

So either makes the member feel more engage or embracing their personal value or also doing both of it can make the member feel happy and satisfy. Embracing their value along with make them feel engage is definitely will bring the maximum increase level of happiness to members

D. Model 4

Figure 5 is relation model between personal value, positive psychology, and happiness. Correlations between each variable are shown in the number besides each line. Based from the data the functions are:

$$\text{HAPPY} = 0.786\text{LOV} + 0.267\text{PME} + 1.20$$

$$\text{PME} = 0.277\text{LOV} + 4.089$$

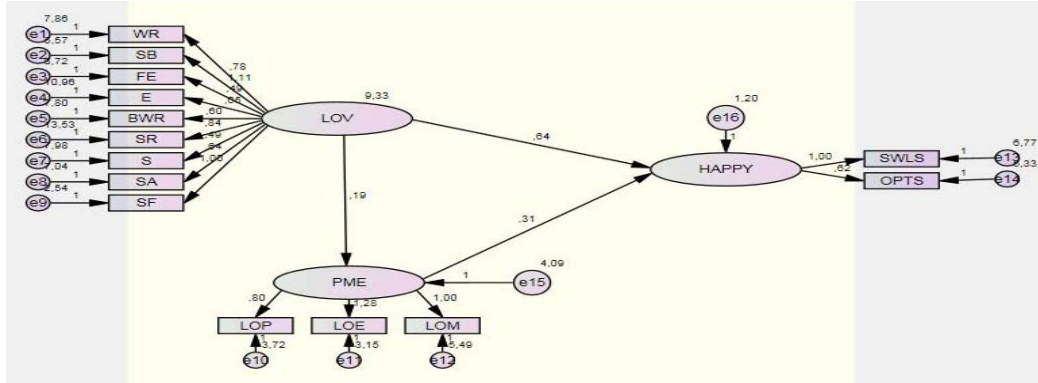


Figure 5. Model 4

In the first function 0.786 is correlation of personal value (LOV) to happiness. 0.267 is correlation of positive psychology to happiness. 1.20 is the manifest error for endogen variable happiness (e16). Second function, 0.277 represent standardized correlation between personal values to positive psychology. 4.089 is unobserved variable or manifest error (e15).

This model has a similarity to the third model. The first function is identical in model 3 and model 4. The difference is in this model personal value is affecting positive psychology. So embracing personal value can increase the level of happiness and also positive psychology that also can increase level of happiness.

Embracing member's personal value Self-fulfillment and Sense of belonging can increase level of happiness and also positive psychology that make them happier too.

After reviewing all models, all of them seem to have a significant effect that is acceptable for a model. All of them have positive correlation value. So to decide the best model there are several more requirement called goodness fit index. This requirement is to determine whether the models are fit models or not. There are lots of test that can be used to indicate the fit test, this study will only used six common tests; Chi-square, Normed chi square, Goodness Fit Indices (GFI), Root Mean Square Error of Approximation (RMSEA), Expected Cross Validation Index (ECVI), and Comparative Fit Index (CFI).

	Model 1	Model 2	Model 3	Model 4	Fit level
CMIN	115.692	8.643	157.202	157.202	Smaller the better
CMIN/DF	2.691	2.161	2.124	2.124	Smaller the better
GFI	0.819	0.967	0.804	0.804	Close to 1, >0.9
RMSEA	0.136	0.113	0.111	0.111	Below to 0.05
ECVI					
Default	1.777	0.337	2.409	2.409	ECVI < ECVI for saturated and independent model
Saturated	1.451	0.330	2.308	2.308	
Independence	5.059	1.265	6.464	6.464	
CFI	0.810	0.951	0.823	0.823	Close to 1, > 0.9

CMIN or Chi-square is deviations that occur between the sample covariance matrix and model covariance matrices of the CMIN there are CMIN/DF, chi-square divide by degree of freedom. The smaller CMIN/DF and CMIN the better the model is. So basically the smaller value of CMIN/DF the better the model is. So based on the comparison data in the table above, model 2 is the best model from the other.

The level of GFI or Goodness Fit Indices is between 0-1. The value above 0.9 is good fit and the value between 0.8 and 0.9 is still acceptable as marginal fit. In the table all of the value is acceptable even not all of them acceptable as absolute fit. This indicator is measure the accuracy of the model to produce covariance. So the larger the number is the best. Although the entire model fits the measurement but the best model is model 2 with the biggest value of GFI.

The good value of RMSEA (Root Mean Square of Approximation) is below 0.05 a little difference is still acceptable. This indicator is to determine the deviation of parameter in the model with its matrix covariance. Usually the level is below 0.08 or 0.08 but the value for all model are value in range 1 so it still mediocre.

But the lowest value is the best so Model 3 and 4 is the better than the other two.

This indicator is measure deviation the model with other sample with the same number. Expected Cross-Validation Index (ECVI) value for fit model is Default ECVI is lower than Saturated ECVI and also Independence ECVI. In

From Table 4-5 we can see that the best model is model 2 with fit index above 0.9.

After reviewing entire indicator, the conclusion is that model 2 is the best model because model 2 fits in many indicators with the lowest level of CMIN.

Conclusion

Personal Value Conclusion

The main value for Celebrity Fitness member is Self Fulfillment and Sense of Belonging. The main value of Non-Member of Celebrity Fitness is Sense of Accomplishment and Sense of Belonging.

Self Fulfillment's character is tend to concern about self indulgence, consumption habit of a high class brand, used to entertainment, and also has a tendency of brand loyalty. Sense of Accomplishment's character is has tendency to make works all done in time with strong leadership characteristic. Sense of Belonging's character is believed in fair price in purchasing every penny worth the goods or service received. They tend to seek the comfort from acceptance in group or organization.

There are not much difference in the value of member and non-member. Sense of Belonging is one of the main values with just a little gap between the first values of each category.

Happiness Conclusion

In this research happiness level calculate using satisfaction with life and optimism. The result from questionnaire is respondent (member of celebrity fitness) are happy with their life, but not extremely happy. Celebrity fitness administrator can try to increase their happiness to have their loyalty

Structural Equation Model

Analysis result from four different models that to connecting three variables (List of Value [LOV] by Kahle, PERMA from positive psychology, and Happiness):

- Model 1: The result is that List of Value by Kahle is highly significant with Happiness level.

the table we can see none of the models fit the requirement of fit level.

CFI or Comparative Fit Index has a requirement range value between 0–1. The same like GFI, value above 0.9 is good fit model but the value between 0.8 and 0.9 is acceptable as marginal fit.

Value of the member is Self Fulfillment and Sense of belonging so if Celebrity Fitness wants to expand the businesses, they can embrace this value like make them feel accepted and indulge them with the best facilities to satisfy the customer and attract more new customer.

- Model 2: The result is that positive psychology (PERMA) is highly significant with Happiness level.

Life of Engagement affect the most of positive psychology (PERMA) that can lead to happiness, so Celebrity Fitness can start to adding mode program or class schedule to make the member more happy.

- Model 3: The result is positive psychology (PERMA) and value (LOV) affects each other and both have a significant effect to Happiness level.

Embracing value and positive psychology (PERMA) together can make happiness level of the member, so adding more class schedule and workout program with also make the customer feel accepted and indulgence.

- Model 4: The result is that values (LOV) have a significant effect to positive psychology and larger significant level to Happiness. Positive psychology is significant to Happiness level.

This mean that by embracing the value of the member that is Self Fulfillment and Sense of Belonging can increase the happiness level but not only that also can increase the level of positive psychology that in the end increase the happiness level too.

The result from fit test is the model 2 is more reliable from model 1, 3, and 4 because model 2 fits through most of fit test then the other models and also have the lowest value of chi-square that indicate that the deviation level of the model is low.

Recommendation

After reviewing the result, the current condition in Celebrity Fitness is already great, they have a great and friendly service also they have great

facility. This recommendation is for maintaining the members; they can do several things such as:

- Personal trainer and class instructor can try to approach the member and become their friends. In that way customer can feel accepted. And also motivated them to the goal, constant reminder.
- Advertizing that in the celebrity fitness they can feel exclusive and accepted.
- Adding more exciting exercise program and class schedule because the member like to engage to their activity

Make the comfortable and enjoyable ambience in the gym so the customer can enjoy while they work out.

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